



Mini session

THAT CONVERTS
+ 2 DONE FOR YOU FOLLOW UPS

What is a **Mini Session**?

Mini Sessions are a great way to help show your potential customers how you can help them. Think of a mini session like when you go into Baskin Robbins or your favorite ice cream shop and they give you a sample.

That is what a mini session is meant to do, but also remember how small those samples in the little pink spoons are. They are tiny, like one bite tiny. That is the frame of mind you need to be in when you deliver a free session.

You want your potential customer to walk away with 1 action item they can begin taking as a result of the mini session. Through follow up and nurturing your prospect, you should be able to turn them into clients happy to pay you for your services and to make sure you know exactly what to do and say, you can **use the script and follow ups on the next pages.**

Mini Session **Script**

Thank you for taking the time to hop on the phone with me today. I respect that your time is valuable and I want to honor your precious time by making sure you get some clarity today about your _____
(insert the focus of your business- weight, health, business etc)

One of the ways I can ensure that you walk away with something benefiting you and your _____
(insert the focus of your business) is to set the expectation for us up front so we can make sure you get what you need. These sessions move quickly and that's only to make sure you get as much value as you can in this limited time.

The only outcome I am attached to here is that you get something that will help you so, please, ask questions, be honest and open if you think a tip will not help you. This is your time so let's make the most of it.

Any questions?

Mini Session **Script**

Great let's jump in. So is there a specific area of your _____
(insert the focus of your business)
that you would like to troubleshoot today?

**Depending on what they answer here you may need to drill down with clarifying questions.
Examples of clarifying questions you can ask to drill down if you need:**

What are you currently doing?

What has worked in the past?

Is there something that feels difficult about what you've tried?

**When you get the potential customer to a coachable area or a place where you can
offer one tip then you can stop drilling down.**

What I hear you saying is that you're struggling with _____
(insert what you customer said above)
is that correct?

Mini Session **Script**

Ok so have you tried _____? The reason it is so important to add this into your _____ is because _____.

(insert your expert tip for this potential customer to try)
(insert the focus of your business)
(insert why it is important to try this tip or step)

Any questions about this?

Ok great so your take-away from today's session is to begin _____.

(insert the tip you shared)

After you do that, I want you to work on _____.

(give them a homework assignment, a follow up task, in addition to the above take-away)

Does this all make sense to you?

Fantastic. Thanks for your time and please update me on your progress after you begin

_____.

(insert the take-away and the homework item from above)

Close the call however you see fit.

First Follow-Up Post Mini Session (fire 24 hours or more after mini session)

Insert greeting,

Thank you for taking the time to hop on the phone with me today. I'm thrilled to have spent time with you and to have gotten to know about you and your **(insert the focus of your business- weight, health, business etc)**.

Thank you for sharing that you wanted to learn more about **(insert the focus of your business)**.

As a result of our time together, you were going to begin implementing **(insert the one tangible tip you shared in the mini session)**.

Your follow up action is to **(insert the homework you gave them in the mini session)**.

Please let me know if you have any questions. I look forward to hearing how it's going with your **(insert the focus of your business)**.

Also if you haven't done so please grab a copy of **(insert link to your opt in)** It will really be a great resource for you as you work on (whatever this person is working on as a result of your mini session).

Insert Closing

Second Follow-Up Post Mini Session (7 -10 days after mini session)

Insert greeting,

I wondered about you today and how you're doing since our mini session. I know that as a result of our mini session you were going to begin to **(insert the tip you gave them on the mini session)**.

I also know that you were going to begin **(insert the homework item you gave them on the mini session)**. How are you progressing? Have you run into any areas where you feel stuck?

As your coach, I would advise you to be patient with yourself and reach out when you need help as you work towards **(insert what they are working on as a result of the mini session)**.

Please update me as to the progress you're making and if you feel stuck anywhere.

Have a wonderful day.

Insert Closing

What's next?



1 If you haven't already, watch video 3 so that you'll know exactly how to use these scripts.

2 **Make sure you register for our live training – 25 Ways To Find Your Customers Online** (multiple times available).

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Let's do this!