THE SMART LEAD GENERATORS
BY ADAM LYONS

STEP 1: PICK ONE OF THE FOLLOWING MESSAGES THAT BEST FITS YOUR PERSONALITY
STEP 2: FILL IN THE BLANKS AND SEND IT TO YOUR EXISTING AUDIENCE
STEP 3: AFTER YOU GET REPLIES, MOVE ON TO THE SMART TEXT SALES SCRIPT ON PAGE 2

1. “IS THERE ANYTHING ABOUT PROBLEM THAT KEEPS YOU UP AT NIGHT?”
   - Is there anything about your relationship that keeps you up at night?

2. “DO YOU EVER WORRY THAT FEAR WILL HAPPEN?”
   - Do you ever worry that your roof could collapse if you don’t get it replaced soon?

3. “IF I COULD WAVE A MAGIC WAND AND MAKE SOMETHING HAPPEN FOR YOU AND YOUR DESIRED OUTCOME/PROBLEM HOW WOULD THAT FEEL?”
   - If I could wave a magic wand and shrink your tax bill, how would that feel?

4. “HOW CONFIDENT ARE YOU AT SOLVING PROBLEM?”
   - How confident are you when you take your shirt off at the beach?

5. “IS THERE A PRODUCT OR SERVICE YOU WISH WE WOULD PROVIDE?”

6. “CAN YOU THINK OF ANYTHING ELSE YOU WISH WE COULD HELP WITH THAT WE DON’T CURRENTLY OFFER?”

7. “WHAT’S ONE THING YOU WISH WE OFFERED THAT WE DON’T CURRENTLY SELL?”
THE SMART TEXT SALES SCRIPT

USE THIS SCRIPT TO MAKE SALES FROM THE LEADS YOU GENERATED ON THE PREVIOUS PAGE

1. "WHAT IS YOUR GOAL FOR THIS YEAR?"
   This is so you can know what their big dream outcome would be. You also are qualifying them to see if what you offer can actually help them or not so you don't waste time.

2. "WHY IS THIS IMPORTANT TO YOU?"
   This is when they reveal their pain points that you will use later in the sales process if they're on the fence about buying. It's good to write down what they say here.

3. "WHERE ARE YOU AT TODAY?"
   This question brings awareness to their current situation and the gap between today and where they want to be. It also gives you clarity on how much help they're going to need to get there.

4. "HOW DOES THIS MAKE YOU FEEL?"
   This is called a "Twisting the Knife" question because it amplifies their pain point by having them say it out loud. You can use this information later by telling them how your offer removes this feeling.

5. "WHAT'S HOLDING YOU BACK?"
   This is where they tell you what they need help with and you figure out what pieces of your offer are going to overcome whatever is holding them back.

6. "I THINK I HAVE THE SOLUTION FOR YOU, GOT 5 MINS TO CHAT?"
   This builds curiosity and hope for the prospect. Do not give more information until they hop on the phone if you want the highest chance of closing the sale.

7. "IF I CAN GIVE YOU THE EXACT STEPS WE USED TO HIT THAT SAME GOAL, WOULD YOU BE WILLING TO INVEST X TO MAKE IT HAPPEN?"
   If you're offering them the exact solution they need to actually solve their problem and achieve their goal, they have to say yes!

IF YOU WANT MORE SMART SYSTEMS LIKE THIS TO BOOST REVENUE IN YOUR BUSINESS, CONSIDER MEETING US IN PERSON AT OUR NEXT LIVE EVENT!

... SIMPLY TEXT "EVENT" TO +1-818-441-8002