Email Questions to Send Prospects BEFORE Scheduling a Strategy Session

You want to send these questions to find out and have a better idea of a person's vision, challenges. Doing this also helps to weed out "freebie seekers"; people who are not serious about hiring you. Your time is valuable, so do what you can to protect it so you can continually create value and income in your business.

1. Have you assistant send your potential clients a brief questionnaire BEFORE scheduling a strategy session.

You want your potential client to be ready to seriously engage for their session with you. Remember, it is a privilege to get this time with you, because you are helping them with their transformation… even if they don't hire you on the spot!

After a potential client contacts you to schedule a session, have your assistant send some questions like the following example:

Dear [potential client's name],

Thank you for your interest in speaking with Bonita! We'd love to set up a complimentary [name of your strategy session, such as "Business and Marketing Breakthrough Strategy Session"].

Bonita is available on [list 2 dates and multiple times]. Because it's really important to Bonita you get a lot of value out of your time together, she would like you to answer a few questions. They are designed to help you get the most out of your session.

- *When it comes to [problem], what are your biggest challenges?*
- *What would you like instead?*
- *Where would you like your business to be in 3, 6, 12 months?*

Simply respond to this email with your preferred date and time, and your answers to the questions.

Thanks, and have a wonderful day!

Janelle Groff
Client Care Assistant

2. Your assistant schedules the strategy session.

3. Have your potential client call YOU at the appointed time.